



THE
HEARING
JOURNAL

The
Industry's
Most
Respected
Publication

2012

Media Facts



Wolters Kluwer
Health

Lippincott
Williams & Wilkins

Lippincott Williams & Wilkins 360° R.E.A.L. Marketing Solutions

- Align your message with valued clinical content
- Gain unparalleled access to your target audience
- Maximize exposure with innovative marketing tools

Bringing Innovative Solutions Full Circle



Learn More About Maximizing Your Message

Click items below to jump to corresponding page

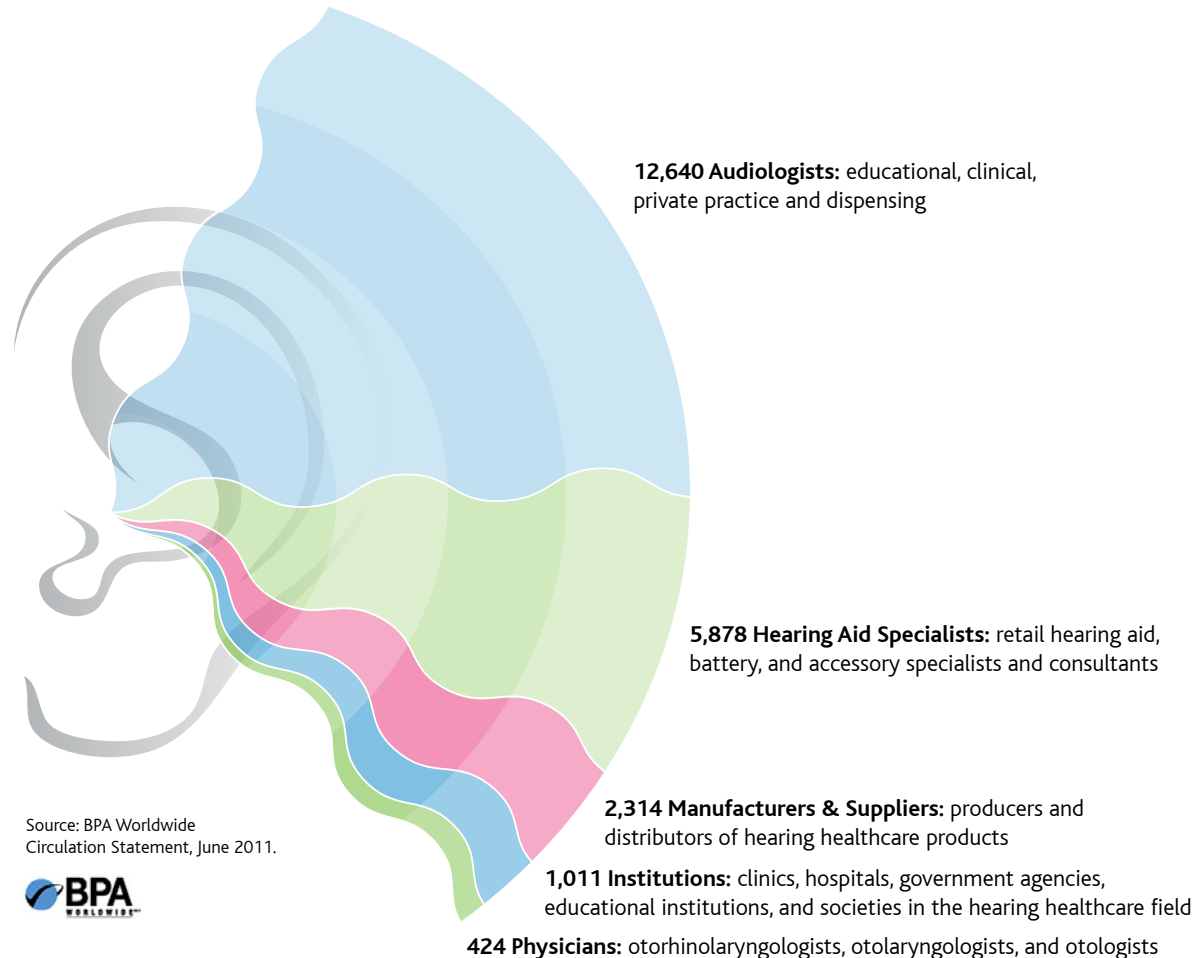
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Readership Statistics

More Qualified Recipients than Any Other Hearing Industry Journal

The Hearing Journal's 22,267 qualified recipients include ...



Source: BPA Worldwide Circulation Statement, June 2011.



Audiologists Depend on *The Hearing Journal* for Clinically Relevant Content

Not only is *The Hearing Journal* the most respected publication in the hearing healthcare industry, it also offers the most effective advertising environment.

"The one I'd receive if I could only receive one."

72%	The Hearing Journal
15%	Hearing Review
9%	Advance for Audiologists
4%	The Hearing Professional

Source: 2011 Audiology Online Survey.

"I consume The Hearing Journal, and the archives are priceless."

– Patricia E. Connelly, PhD
Valley Hospital Center for Child Development
Ridgewood, NJ

THE HEARING JOURNAL

THE INDUSTRY'S MOST RESPECTED PUBLICATION

Covering the
Hearing Industry
for 65 Years



Publication Overview

Editor

Brande Victorian

Publisher

Theresa Steltzer

Established

1947

Issuance

Monthly, 12 issues per year.

Circulation

22,267 (BPA Circulation Statement, June 2011)

Editorial Focus

The Hearing Journal provides readers with accurate, timely, practical, and in-depth coverage on the latest developments in patient care, technology, practice management, and professional issues.

Popular features include:

Gyl's Guide by **Gyl Kasewurm, AuD** — advice on managing for success

Through the Otoscope by **Michael Rensink, MD** — a photographic study of the ear

Pathways by **Frank Musiek, PhD** — an exploration of neuroaudiology

Nuts & Bolts by **Robert L. Martin, PhD** — practical advice for the clinic

The Final Word by **Dennis Van Vliet, AuD** — reflective insights on issues in the industry

HJ Report — a lively synopsis of the latest developments in the hearing healthcare community

Over the Wire — what's happening on the non profit side of the profession

Manufacturers News — reports on new products

Market

Audiologists, hearing aid specialists, otorhinolaryngologists, otolaryngologists, and otologists.

Clinics, hospitals, government agencies, educational institutions, and societies in the hearing healthcare field.

Manufacturers and suppliers of hearing healthcare products and others related to the field.

Bonus Distribution

Subject to change.

March Issue

AudiologyNow! 2012

March 28-31, Boston, MA

September Issue

International Hearing Society 61st Annual Convention & Expo

September 20-22, Glendale, AZ

October Issue

Academy of Doctors of Audiology Annual Convention

November 8-10, Phoenix, AZ

August Issue Readex Research Ad Study

Conducted by Readex Research, the Message Impact study measures an ad's attention-getting ability, believability, and information value, and gathers reader feedback on the actions taken as a result of seeing the ad. Verbatim responses will describe the message or feeling the reader received from the ad. Ad performance is reported in relation to other advertisements appearing in the issue. Every full page display advertiser in the August issue of *The Hearing Journal* qualifies to be included in the study.



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2012 Editorial Calendar

January: Are audiology assistants the answer to the baby boomer boom?

It's no secret that baby boomers and their hearing loss have arrived. What's unknown is whether practitioners will be able to handle the increased need for their services. Audiology assistants have been touted as a possible solution to ensure supply meets demand, but hesitation on the part of practitioners and concerns over reimbursement may suggest otherwise.

Promotional extra: Best of the Best

February: The big six

Over the past several years, the hearing industry has been reduced from a large number of manufacturers to just a handful of major players, but what effect has this consolidation had on the profession and delivery of care? This report will look at what can be expected going forward.

March: Can you verify it?

Verification and validation of hearing aid fittings have proven to be beneficial for patients time and time again, yet many clinicians still don't take advantage of these tools. This cover story looks at the barriers to employing these methods and why validation and verification are an essential part of practice.

Promotional extra: AudiologyNOW! preview and bonus distribution at AAA

April: Wanted: PhD students

While the introduction of the doctorate of audiology degree was an important accomplishment for the profession, students are not clamoring to pursue PhDs or to focus on diagnostic audiology, research, and teaching. *The Hearing Journal* investigates whether this trend is here to stay, and how it may transform the profession.

May: Best practices in hearing healthcare

Best practices is a phrase that's regularly thrown around in hearing care, but it's unclear whether practitioners actually understand them. This cover story will look at professionals' knowledge of best practices, their use of such guidelines, and barriers to implementation.

June: The pros and cons of PQRI

The 2008 Medicare Improvements for Patients and Providers Act allowed audiologists to participate in the Physician Quality Reporting Initiative beginning in 2009, but the jury was still out on what benefit this would have on the profession. This cover story investigates how many audiologists are voluntarily reporting, whether they are earning their incentives, and the status of ASHA's Audiology Quality Consortium of consensus-based quality measures.

July: Battling new distribution channels

With stores like Costco, Walmart, and Target selling hearing aids in their stores and online, audiologists and dispensers have to develop strategies to overcome mass market hearing aid distribution. This report looks at the other big box stores entering this realm and what can be done to offset competition.

August: Embracing EMR

Electronic medical records (EMR) have been implemented in several other healthcare industries over the past few years, but hearing care providers have been slow to adopt the technology. *The Hearing Journal* looks at EMR software currently on the market, ways to ease the transition, and benefits to the audiology practice.

Promotional extra: Readex Research Ad Test Study

September: Are we in the loop yet?

In 2010, the American Academy of Audiology and the Hearing Loss Association of America collaborated to create the public education campaign "Get in the Hearing Loop." In this update, we will look at the progress of this effort and whether consumers and hearing professionals have been brought into the loop.

Promotional extra: IHS preview and bonus distribution at IHS

October: To buy or to sell?

Today's economy has everyone taking a second look at their business investments, and hearing healthcare providers in private practice are no different. Whether you are thinking about buying or selling a practice, this feature will walk through the necessary steps from negotiations to financing and tax obligations.

Promotional extra: ADA preview and bonus distribution at ADA

November: Alternative measures

Hearing loss prevention efforts typically consist of education campaigns to alert the public of activities that can damage their hearing, but new research suggests that certain supplements and even novel drugs may be able to do that as well. This cover story explores the research and discusses the effectiveness of these alternative forms of protection.

December: State of the industry

Closing out the year will be our annual report on the state of the hearing aid market, plus an analysis of what happened in 2012 and what the prospects are for 2013.

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Banner Specifications

Initial Ad Size	Expanded Size	Direction
728 x 90	728 x 270	Expands down
728 x 90	728 x 270	Expands up
300 x 250	500 x 250	Expands left
160 x 600	320 x 600	Expands left

Banner Rate: \$50/CPM U.S. and global

Sponsored Text Specifications

Company Logo: 55 x 45

Two, 80 character text links, including spaces

One, 40 character text link, including spaces

\$2,000/3-month sponsorship

Website Advertising

thehearingjournal.com

Increase Your Online Presence

Reach your most desired prospects with strategically positioned banner ads and sponsored links on LWW's network of more than 260 eJournal websites.

Maximize your impact without overspending by selecting precisely the healthcare professionals you want to reach. Advertise on an individual site, choose a specific grouping of sites or specialty channel, or broaden your reach to the entire LWW eJournal network. Geotargeting by country or state provides additional targeting options.

Banner Advertising

Deliver your message at a time when your audience is actively viewing and searching for clinical content at the specialty level with our strategically placed banners.

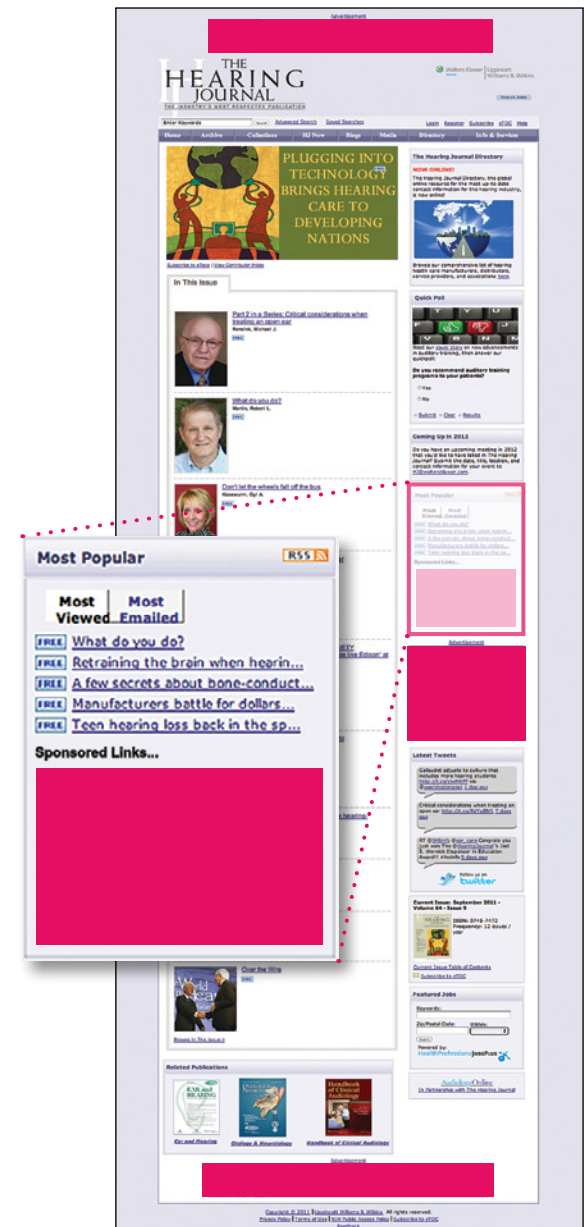
Your ad will rotate across three positions on the page to maximize your branding potential. LWW banners average a nearly 0.10% click-through rate and offer site-by-site targeting.

Cast a wider net to reach your desired audience by using one or more of our LWW eChannels.

Exclusive Text Links

Each journal website gives visitors quick access to the most viewed articles, and most emailed articles from the journal through a Most Popular webpart on every homepage.

Drive leads to your valued online content with exclusive, hyperlinked text and your company logo prominently displayed in the Most Popular homepage section of your desired LWW eJournal.



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Gain Unparalleled Access to Leading Audiologists



E-communications

HJ NOW Enewsletter

HJ NOW is a monthly newsletter delivered to 12,000, including *Hearing Journal* print subscribers and direct subscribers to *HJ Now*. It features exclusive content, highlights from the current issue of *HJ*, and quick links to popular features on our website. Our readers say they're overloaded with e-mail, so we listened and just send the news they want once a month ... that's why we have an average 20% open rate!

Electronic Table of Contents (eTOCs)

Exclusively target society members and subscribers through banner advertising on eTable-of-Contents (eTOC) sent via email.

Providing subscribers with the ability to quickly peruse the table of contents of their current issue, a triggered eTOC hyperlinks to all the articles on the website when the journal's current issue loads.

Enewsletter Sponsorships

Speak directly to your target audience with LWW newsletter sponsorships. More than a dozen specialty newsletters deliver the latest news and clinical information to healthcare professionals' inboxes. Subscribers opt to receive newsletters relevant to their role and specialty, meeting their need for high-value content delivered in a convenient format. Each content-rich newsletter offers several sponsorship options, all providing visibility and hyperlinks to drive subscribers to your website.

Custom Enewsletters

Customize your message with a specially developed edition of an existing LWW newsletter. Leveraging the strength of our trusted brands, you gain direct access to your target demographic.

Custom newsletters include LWW editorial content and yours, as well as your clickable graphic or text ads. Geographic selections are available by state.

E-marketing Blasts

Deliver your message via email to more than 11,000 *Hearing Journal* subscribers or target specific subscribers. \$1,400/blast.

Contact your Advertising Sales Representative for details about e-communication sponsorship opportunities.

HJ NOW Enewsletter Banner Specifications

Top Banner Ad	650 x 77
Rectangle Ad Spot	182 x 152
Anchor Ad Spot 1	290 x 70
Anchor Ad Spot 2	290 x 70
Cost: \$650/each— \$550/3 or more	



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THE HEARING JOURNAL DIRECTORY

The Global Online Resource for Hearing Industry Contact Information

thehearingjournaldirectory.com

The quickest way to find thousands manufacturers, service providers, distributors, publishers and other organizations in the audiology industry. With unique features and tools, this cost-effective online resource allows your target market to interactively experience your products and/or services.



Features	Basic Listing	Enhanced Basic Listing	Silver	Gold	Platinum
Company Name	✓	✓	✓	✓	✓
Website URL	✓	✓	✓	✓	✓
Full address with Tel./Fax, Email	✓	✓	✓	✓	✓
Product Category Listings	3	7	Unlimited!	Unlimited!	Unlimited!
Request More Information Button	✓	✓	✓	✓	✓
Description (Characters)		200	250	500	5,000
Company Logo		✓	✓	✓	✓
Company Distributors		✓	✓	✓	✓
Distributors for			✓	✓	✓
Products			✓	✓	✓
Trade Names			✓	✓	✓
Upload Graphics with Captions			1	2	5
Sponsor Events Listings				25	50
Google Map of Address				✓	✓
Additional Contact Info (Title, Name, Phone, Fax, Email)				✓	✓
Multiple Addresses				✓	✓
Upload Technical Datasheets				5	10
Upload Video (5 minutes max in length)					1
Featured Listing					✓
Banner advertising throughout directory site (excluding advertiser's microsites)					✓
Cost – Annual Charge	Free	\$250	\$600	\$900	\$3,600

Wolters Kluwer Health | Lippincott Williams & Wilkins

High-Visibility
Print and Online
Projects Increase
Your Market Reach

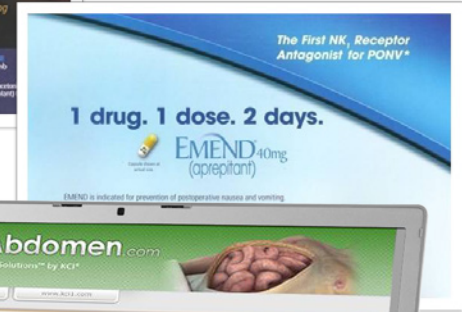
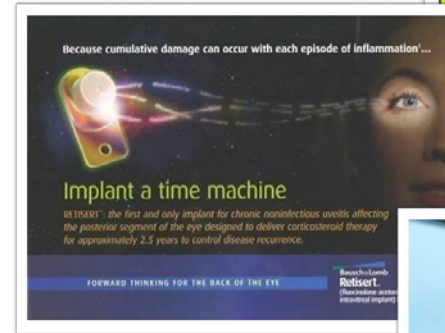
Custom Projects

Supplement and enhance your traditional print advertising with unique opportunities to increase your exposure. All targeted to the highest quality audience of healthcare professionals in a full range of specialties.

Maximize your impact with these custom solutions!

- Cover Tips/Bellybands
- Gatefold/French Doors
- Unique Inserts
- Outserts
- Stand-Alone Products
- Custom Reprints
- Supplements - print and online
- White Papers
- Webcasts
- Microsites
- Virtual Events

Our representatives and support staff will work with you to design a unique solution to meet your objectives.



Print Advertising Rates

Black & White Rates

Frequency	Full Page	2/3 Page	1/2 Island (Std. A-size)	1/2 Page	1/3 Page	1/4 Page	1/6 Page	1/8 Page	3" mini ad	2" mini ad	1" mini ad
1x	\$5,310	\$4,180	\$3,485	\$3,225	\$2,335	\$1,945	\$1,310	\$1,140	\$705	\$540	\$345
3x	\$5,110	\$3,990	\$3,360	\$3,070	\$2,205	\$1,870	\$1,280	\$1,090	\$700	\$525	\$335
6x	\$4,995	\$3,920	\$3,270	\$3,015	\$2,140	\$1,795	\$1,230	\$1,040	\$690	\$505	\$315
12x	\$4,255	\$3,310	\$2,760	\$2,570	\$1,885	\$1,620	\$1,065	\$895	\$635	\$455	\$290
18x	\$3,905	\$3,115	\$2,605	\$2,370	\$1,755	\$1,455	\$1,000	\$860	\$595	\$425	\$270
24x	\$3,745	\$2,930	\$2,440	\$2,165	\$1,605	\$1,415	\$955	\$815	\$560	\$385	\$235
36x	\$3,580	\$2,775	\$2,350	\$2,080	\$1,555	\$1,305	\$895	\$755	\$525	\$360	\$225
48x	\$3,385	\$2,675	\$2,235	\$1,985	\$1,490	\$1,275	\$860	\$735	\$505	\$350	\$200

Color Rates

Per Page or Fraction

2-Color	\$605
Extra Matched Metallic	\$1,165
3- and 4-Color	\$1,665
Extra 5th Color	\$710

Bleed

No charge.

Preferred Placement Rates (12x and up)

Cover 4: earned b/w page rate plus 30%
Cover 3: earned b/w page rate plus 20%
Cover 2: earned b/w page rate plus 20%
Page 1: earned b/w page rate plus 20%
Center Spread: earned b/w page rate plus 25%
Opposite Table of Contents: earned b/w page rate plus 15%
Opposite First Text: earned b/w page rate plus 15%
Opposite Editor's Page: earned b/w page rate plus 15%
All other guaranteed positions: earned b/w page rate plus 10%

Non-cancellable, 10% penalty applied. Premium is in addition to earned b/w rate.

Agency Commission

Recognized agencies receive 15% of gross billing provided account is paid in full 30 days from invoice. No commission will be paid on typesetting, tipping, and other production charges.

Production Charges

Any extraordinary production charges incurred for advertisers by the publisher will be charged to the advertiser at the publisher's cost plus 10%.

Inserts & Business Reply Cards

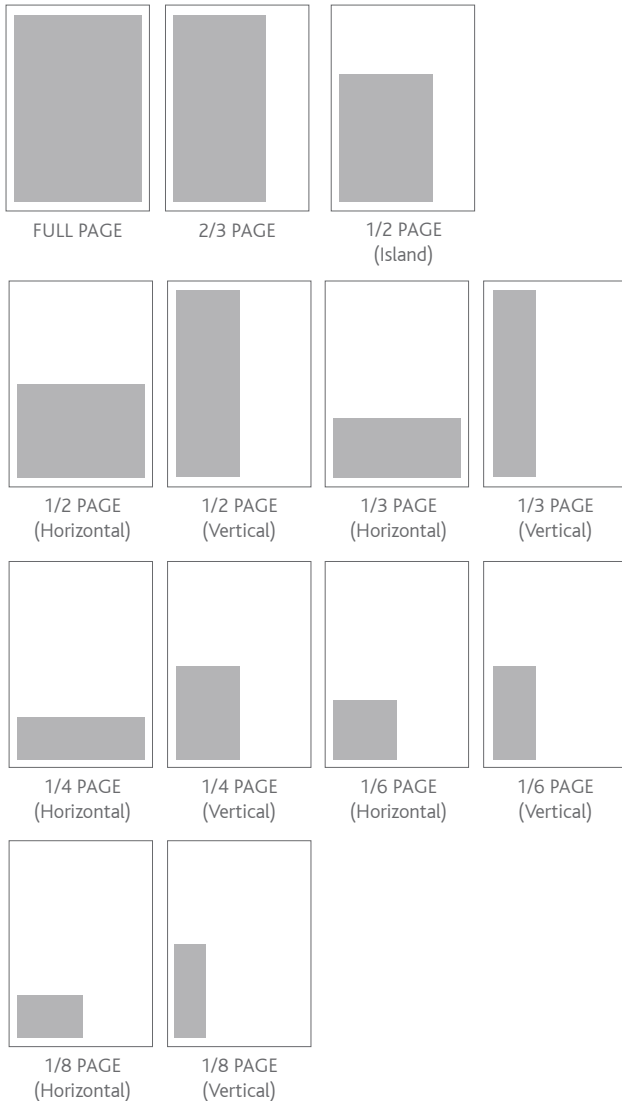
Contact Advertising Sales Representative for more information.

Corporate Discount Program

LWW is pleased to offer a corporate discount program based on prior year print and online advertising spend.

Prior Year Spending Level	Discount
\$500,000	1.0%
\$750,000	1.5%
\$1,000,000	2.0%
\$1,250,000	3.0%
\$1,500,000	4.0%
\$2,000,000	5.5%
\$2,500,000	7.0%

This discount is guaranteed for the calendar year and will be deducted from the gross for each invoice. For a complete list of ratecards and special offers from LWW, please visit lwwratecards.com



Print Material Specifications

Journal Trim Size

7-3/4" x 10-3/4"

Ad Sizes

Page Size	Width	Height
Full page (V)	7"	9-3/4"
Full page (V) bleed*	8"	11"
2/3 page (V)	4-3/8"	9-3/4"
1/2 page island (V)	4-3/8"	7-1/4"
1/2 page regular (H)	7"	4-3/4"
1/2 page regular (V)	3-3/8"	9-3/4"
1/3 page (H)	4-3/8"	4-3/4"
1/3 page (V)	2"	9-3/4"
1/4 page (H)	7"	2-3/8"
1/4 page (V)	3-3/8"	4-3/4"
1/6 page (H)	4-3/8"	2-3/8"
1/6 page (V)	2"	4-3/4"
1/8 page (H)	3-3/8"	2-1/4"
1/8 page (V)	2"	3-1/2"

* For bleed, add 1/8" all around to final trim size.
Keep live matter 1/4" from trim.

Paper Stock

80# coated cover. 40# coated text. Printed web offset.

Type of Binding

Perfect.

Electronic Files Submission

We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is PDF/X1-a: Adobe Acrobat 6.0 + up. Media Requirements: CDROM. Electronic Transfer: Internet, FTP. Please contact your Production Associate prior to submitting a file via FTP or e-mail.

- Laser proof must accompany all digital file submissions.
- Ads must be complete and sized at 100% (confirm final trim size of journal).
- Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side).
- All fonts and graphics must be embedded; Type 1 fonts are recommended.

- Ads must be saved as high resolution for print publication (between 266 and 400 dpi for images containing pictures and text, 900-1200 dpi for black & white text).
- Four-color solids should not exceed SWOP density of 280%, maximum density of 300%.
- Convert all RGB to CMYK.
- Color ads must be accompanied by SWOP-certified proof (Kodak Approval, IRIS, etc.).
- For additional digital submission information, including distiller options for PDF files, please [click here](#).

Acceptance of Advertising

The Publisher reserves the right to reject or edit any manuscript received for publication and to reject any advertising deemed unsuitable for *The Hearing Journal*. Acceptance of advertising by *The Hearing Journal* does not constitute endorsement of the advertiser, its products, or services; nor does *The Hearing Journal* make any claims or guarantees as to the accuracy or validity of the advertiser's offer. The opinions expressed by contributors to *The Hearing Journal* are not necessarily those of the publisher, editors, staff, or advertisers.

Insert & Business Reply Card Requirements

Contact Advertising Sales Representative for more information.

Disposition of Materials

Material will be held one year from date of last insertion and then destroyed unless specifically instructed otherwise. Excess inserts will not be held after binding unless requested in writing.

2012 Closing Dates

Issue	Space Reservation	Materials Due	Inserts Due
January	11/23/11	12/02/11	12/09/11
February	12/31/11	01/10/12	01/20/12
March	02/01/12	02/10/12	02/20/12
April	03/01/12	03/09/12	03/20/12
May	03/30/12	04/10/12	04/20/12
June	05/01/12	05/10/12	05/18/12
July	06/01/12	06/08/12	06/20/12
August	06/29/12	07/10/12	07/20/12
September	08/01/12	08/10/12	08/20/12
October	08/31/12	09/10/12	09/20/12
November	10/01/12	10/10/12	10/19/12
December	11/01/12	11/09/12	11/20/12

Cancellations: Cancellations must be in writing and received before space reservation closing date.

Contact Information

Advertising Representative

Tom Pitofsky

Lippincott Williams & Wilkins
333 Seventh Avenue, 19th Floor, NY, NY 10001
Phone: (661) 296-8213
Mobile: (661) 210-5490
Fax: (661) 296-3262
tom.pitofsky@wolterskluwer.com

Recruitment Sales Representative

Taron Butler

Lippincott Williams & Wilkins
351 West Camden Street, Baltimore, MD 21201
Phone: 1(800) 645-3658 or (410) 361-8003
Fax: (410) 558-6257
taron.butler@wolterskluwer.com

Send all printing materials (discs and proofs) to:

Nick Strickland

The Hearing Journal (month)
Lippincott Williams & Wilkins
333 Seventh Avenue, 19th Floor, New York, NY 10001
Phone: (646) 674-6539
Fax: (646) 674-6500
nick.strickland@wolterskluwer.com

Send inserts to:

The Hearing Journal (month & quantity)
c/o RR Donnelley
ATTN: Marcia Smith
121 Matthews Drive, Senatobia, MS 38668
Phone: (662) 562-5015

The Hearing Journal

333 Seventh Avenue, 19th Floor, New York, NY 10001
Phone: (646) 674-6529
Fax: (646) 674-6500